Keys To Marketing Success

- Begin with a great idea, a core theme – and concentrate on that.
- Position yourself right – find a hole and fill it.
- Hang in for the long haul – one-shot deals are worthless. Plan for 90-120 days, minimum.
- Marketing is an investment – no instant gratification. Use a one-year perspective.
- Do what works; track and measure so you will know what that is.
- Stay with a theme; don't change for the sake of change.
- Frequency builds familiarity; more small ads are better than one large one.
- Have a one-year plan – and stick to it.
- Expect it to work; get ready to handle the new business.
- Keep it simple.
- Do good market research; find out what people want so you can give it to them.
- Price your product or service right.
- Select the best ways to get to your customer.

PAT LYNCH
Market Share, Boulder, Colo.

BASEBALL

Continues As Country's No. 1 Spectator Sport

Attendance: 88,212,038

	1987		*Difference 1987 & 1986*
BASEBALL			
Major Leagues, 26 Teams	52,011,506	PLUS	4,511,159
Minor Leagues, 17 Circuits	20,215,564	PLUS	1,758,756
World Series and Play-Offs	1,601,816	PLUS	168,307
Colleges	14,383,152	PLUS	1,046,480
Totals	88,212,038	PLUS	7,484,702
***RACING**			
Thoroughbreds	52,824,412	PLUS	4,910,719
Harness	20,747,029	minus	650,113
Totals	73,571,441	PLUS	4,260,606
FOOTBALL			
Collegiate, 667 Schools	36,462,671	PLUS	74,766
National Football League, 28 Teams	11,406,166	minus	2,182,385
Post-Season Games, Colleges & Pros	2,180,810	PLUS	3,784
Totals	50,049,647	minus	2,103,835
BASKETBALL ('86-'87 Season)			
1270 Senior Colleges, Incl. Tourneys	31,911,301	PLUS	266,515
N.B.A., 23 Teams, Including Play-Offs	13,156,228	PLUS	962,743
Totals	45,067,529	PLUS	1,229,258
HOCKEY ('86-'87 Season)			
National Hockey League, 21 Teams	13,238,847	PLUS	465,344
†Minors & Colleges	12,261,671	PLUS	1,500,001
Totals	25,500,518	PLUS	1,965,345
GREYHOUND RACING	26,379,693	PLUS	628,469
†BOXING	5,877,728	PLUS	1,517,974
†WRESTLING	21,973,287	PLUS	1,891,258
†AUTOMOBILE RACING	78,224,581	PLUS	7,751,985
†SOCCER	6,482,318	PLUS	442,849
†TENNIS (Open)	6,463,602	PLUS	478,783

*Includes attendance at inter-track wagering outlets.

†Estimated, exact figures not available.

These are official attendance figures obtained from National and American Leagues, State Racing Commissions, U.S. Trotting Ass'n., National Ass'n. of Professional Baseball Leagues (Minor Leagues), Collegiate Baseball Magazine, National Football League, N.C.A.A. College Football Survey, National Hockey League, American Hockey League, International Hockey League, Intercollegiate Hockey Newsletter, National Basketball Ass'n, N.C.A.A. College Basketball Survey, American Greyhound Track Operators Association, Bert Randolph Sugar (boxing, wrestling), Major Indoor Soccer League, American Indoor Soccer Association, Racing Division of the Goodyear Tire and Rubber Co., and International Tennis Federation.

48 YEARS—THOROUGHBRED RACING'S NATIONAL GROWTH IN ATTENDANCE—

1940	8,500,000
1941	10,000,000
1942	10,693,837
1943	14,000,000
1944	17,914,908
1945	19,422,395
1946	24,859,505
1947	25,704,853
1948	25,257,337
1949	23,811,890
1950	24,121,223
1951	27,017,000
1952	29,177,027
1953	31,238,263
1954	31,355,798
1955	31,230,724
1956	32,104,373
1957	32,999,842
1958	32,837,691
1959	33,754,790
1960	34,795,007
1961	35,857,001
1962	37,257,070
1963	38,636,295
1964	40,827,872
1965	40,737,009
1966	40,913,694
1967	40,595,855
1968	41,517,104
1969	42,893,379
1970	44,854,675
1971	46,750,643
1972	45,590,028
1973	47,234,843
1974	48,823,814
1975	51,249,076
1976	51,242,451
1977	50,571,908
1978	50,587,804
1979	49,579,377
1980	50,084,231
1981	51,425,024
1982	51,851,587
1983	50,169,430
1984	50,284,324
1985	50,499,754
1986	47,913,693
1987	52,824,412

THOROUGHBRED RACING'S NATIONAL ATTENDANCE BY STATES 1987

	Racing Days	Attendance
*California	611	10,145,893
*New York	175	5,829,643
*Illinois	165	3,707,346
*New Jersey	324	3,586,272
Louisiana	569	3,172,936
Florida	390	3,054,543
Maryland	288	2,551,646
Kentucky	292	2,354,780
*Pennsylvania	192	2,107,817
Ohio	153	1,947,157
Washington	341	1,555,842
Nebraska	227	1,331,017
Arkansas	62	1,288,042
New Mexico	118	1,246,406
West Virginia	177	1,240,206
Massachusetts	264	1,236,544
Minnesota	125	1,107,138
New Hampshire	242	963,574
Alabama	152	902,969
Michigan	201	787,126
Arizona	188	783,957
Oklahoma	172	468,048
Oregon	129	434,436
Delaware	100	388,989
Montana	61	n.a.
Idaho	58	159,424
Wyoming	48	121,793
Miscellaneous, Hunt Meets, Etc.	10	350,268
Totals	7,667	52,824,412

n.a.—not available

*—Includes attendance at inter-track wagering outlets.

Baseball and Rac

In Eight M

NEW YORK CITY

	1987		Difference 1987 & 1986
RACING:			
Thoroughbreds	5,409,720		
Trotting	1,731,344		
Totals	7,141,064	PLUS	885,326
BASEBALL:			
New York Mets	3,034,129		
New York Yankees	2,427,672		
Totals	5,461,801	PLUS	431,268

BALTIMORE

RACING:			
Thoroughbreds	2,551,646		
Trotting	1,200,824		
Totals	3,752,470	PLUS	331,034
BASEBALL:			
Baltimore Orioles	1,835,692	minus	137,486

PHILADELPHIA

RACING:			
Thoroughbreds	2,296,182		
Trotting	686,459		
Totals	2,982,641	minus	49,870
BASEBALL:			
Philadelphia Phillies	2,100,110	PLUS	166,775

CLEVELAND

RACING:			
Thoroughbreds	947,907		
Trotting	237,962		
Totals	1,185,869	minus	28,007
BASEBALL:			
Cleveland Indians	1,077,898	minus	346,415

cing Attendance
ajor Cities

	1987		Difference 1987 & 1986
LOS ANGELES			
RACING:			
Thoroughbreds	6,898,730		
Trotting	478,931		
Totals	7,377,661	PLUS	384,771
BASEBALL:			
Los Angeles Dodgers	2,797,409		
California Angels	2,696,299		
Totals	5,493,708	minus	185,392
CHICAGO			
RACING:			
Thoroughbreds	3,013,093		
Trotting	1,620,047		
Totals	4,633,140	PLUS	1,616,888
BASEBALL:			
Chicago Cubs	2,035,130		
Chicago White Sox	1,208,060		
Totals	3,243,190	PLUS	40,225
SAN FRANCISCO			
BASEBALL:			
San Francisco Giants	1,917,168		
Oakland Athletics	1,678,921		
Totals	3,596,089	PLUS	752,696
RACING:			
Thoroughbreds	3,247,163		
Trotting	176,220		
Totals	3,423,383	PLUS	1,160,254
DETROIT			
BASEBALL:			
Detroit Tigers	2,061,830	PLUS	162,393
RACING:			
Thoroughbreds	787,426		
Trotting	1,179,409		
Totals	1,966,835	minus	58,825

AUDITED PAID CIRCULATION ABC

Daily Racing Form

NATIONAL TURF DAILIES

THE MOST POWERFUL ADVERTISING MEDIUM IN THE SPORTS MARKET—REACHING 73,000,000 ADULT RACING FANS

Consists of Four Newspapers—
Edited Especially For The Booming Racing Audience
Cream of the $150-Billion Leisure Time Industry
Direct National Coverage of the Racing Market
100 Major Tracks—Coast-to-Coast

DAILY RACING FORM—COVERING EASTERN MARKET
DAILY RACING FORM—COVERING MID-WESTERN MARKET
DAILY RACING FORM—COVERING WESTERN MARKET
DAILY RACING FORM—COVERING CANADIAN MARKET

PUBLISHED BY
DAILY RACING FORM, INC.

10 LAKE DRIVE (609) 448 9100 HIGHTSTOWN, N.J. 08520

LEO WALDMAN
Advertising Manager

COMPILED MARCH 1988

NOTE TO THE READER

This is a survey of attendance at the major organized sports in the United States. It does not include attendance figures for basketball played in high school gymnasiums, softball games, school hockey, etc. The object of this survey is to pinpoint for the advertiser and the agency the current spectator popularity of the major sports so that they can best spend their advertising sports dollar.

NATIONAL TURF DAILIES

Four Paper Combination—$2.25 Per Line

These Publications Can Be Puchased as a Group or Individually

Paper	Open Individual Rates	Circulation Saturdays	Circulation Mondays	Circulation Tuesdays To Fridays
EASTERN MARKET				
Daily Racing Form	.90	76,345	46,767	44,200
MID-WESTERN MARKET				
Daily Racing Form	.70	61,970	*34,610	29,149
WESTERN MARKET				
Daily Racing Form	.70	44,063	†35,787	28,225
CANADIAN MARKET				
Daily Racing Form	.55	9,325	†8,365	4,938
Total		191,703	125,529	106,512

These are net paid ABC circulation figures, three months ending June 30, 1987.
***No racing Mondays. This is Sunday's circulation.**
†No racing Mondays and Tuesdays. This is Sunday's circulation.

RATES FOR NATIONAL TURF DAILIES

Open	$2.25 per line
5,000 lines	2.15 "
10,000 lines	2.05 "
15,000 lines	2.00 "
20,000 lines	1.92 "
25,000 lines	1.86 "
50,000 lines	1.65 "

SPECIAL CLASSIFICATION:

Turf Auctions, Breeders, Turf Publications, Handicap Products, etc	$3.45 per line
Race Tracks	$2.65 " "

COLOR AVAILABLE IN EASTERN AND MID-WESTERN MARKETS—

Reservations 10 days in advance—subject to availability.
Minimum space 420 lines or quarter page.
Use B/W line rate, plus following applicable costs:

B/W 3 c.	B/W 2 c.	B/W 1 c.
50%	30%	20%

Printing material 7 days in advance.

ALL CLASSIFICATIONS: 20% PREMIUM CHARGE FOR B&W BACK PAGE AND FRONT PAGE OF SECOND SECTION—AND 5% ADDITIONAL FOR ONE COLOR

AUDITED PAID CIRCULATION ABC

Daily Racing Form

NATIONAL TURF DAILIES

Why Are They

A Superior Advertising Medium?

- ★ They blanket the largest and most powerful buying sports market – 73,571,441 fans – the best free-spending audience offered by any advertising medium.
- ★ No waste circulation – all readers are adults.
- ★ They are point-of-sale medium, particularly with cigarettes, cigars, beer and other alcoholic beverages, which are sold inside the tracks.
- ★ The only medium which can give you direct national coverage of the turf market – a market which has zoomed from a national attendance of 8,500,000 in 1940 to over 73,000,000 in 1987.
- ★ The most thoroughly-read daily newspapers in the country. Page-by-page readership is assured because every page carries necessary data relative to *that day's* events in the turf world.
- ★ Quality editorial material and circulation: You won't find these facts in Standard Rate & Data and they are not in any of the ABC reports, but the number of times you can make a reader return to his newspaper will determine the effectiveness of your advertising.
- ★ The daily single copy price is $2.00 – many times the cost of any other daily publication. The mimimum yearly subscription price is $654.00. It is expensive to maintain an interest in racing, and therefore, each reader's spending power has to be far above average. They buy more because they have more.
- ★ National Turf Dailies have an ABC circulation of 191,703 (Saturdays) and a multiple readership of over 700,000 – and remember, all adults. These papers are a "must" wherever racing fans congregate. They are referred to again and again by one person after another.
- ★ Racing's popularity is booming. In 1987 national attendance totaled 73,571,441, pari-mutuel wagering reached a record $10,588,159,483, and purse distribution reached an all-time record high, $944,993,555. It is good business to go along with a winning combination.
- ★ You can run change of copy or brand in each publication, thereby overcoming distribution problems, if any, and waste circulation – all under the money-saving combination rate.

OUR 1987 ADVERTISERS INCLUDED

Alonso Studio
American Quarter Horse Ass'n.
American Teletimer Corp.
Amicus Press
Anheuser-Busch, Inc.
Aruba Island Tours
Backstretch Gallery
Batterton Trailer Sales
Bioflex Health Care Products
Bit of Britain Tack Shop
Bookworks
Brook Ledge Vans
Brookdale Comm. College
Bushnell Binoculars
CCS Publishing, Inc.
Cadillac Kennels
Calif. Thoroughbred Breeders Ass'n.
Christie's
Classic Gallery of Sport
Coca-Cola Bottling Co.
Cynthia Publishing
DAC Publishing
Derby Limousine
Dutch Valley Mills
Equine Preservation Society
Evergreen Galleries
Fasig-Tipton Company
Fasig-Tipton Livestock Underwriters
Florida Thoroughbred Breeders Ass'n.
Frost & Reed Ltd.
General Instrument Corp.
Global Bldstk. Holdings Ltd.
Grand Prix Marketing
Guarisco Gallery Ltd.
H.B.P.A.
Harris Books
Harry M. Stevens, Inc.
Hotels
  Appleton Inn
  Bally's Park Place
  Berkeley Carteret
  Caesars Palace
  Capri Motor Inn
  Cherry Hill Inn
  Circus Circus
  Desmond Americana
  Diplomat Florida
  Frontier Hotel
  Gideon Putnam Hotel
  Holiday Inn, Grantville
  Holiday Inn, Saratoga Springs
  Oyster Point Hotel
  Palm Bay Hotel
  Riviera Hotel
  Tropicana
  Trump Plaza
  Union Plaza
Illinois Dept. of Agriculture
International Thoroughbred Breeders
James B. Beam Distilling Co.
Japan Cup
Jones Precision Photo
Keeneland Association
Kingston Trailers
Madison Square Garden
Mall Airways
Manor Homes at Saratoga
Maryland Horse Breeders Ass'n.
Matchmaker Ltd.
Mather & Co.
Mercury Publishing Co.
NBC-TV Sports
New Jersey Dept. of Agriculture
New Jersey Network-TV
N. J. Sports & Exposition Authority
Newmarket Gallery
New York Racing Association
N. Y. State Breeding Fund
Off Track Betting Corp. (NYC)
Oppenheimer & Co.
Pacesetter Productions
Pegasos Press, Publishers
Pennsylvania Horse Breeders Ass'n.
Philip Morris Co.
  Marlboro
  Players Lights
Rhulen Insurance Agency
Seagram Distillers
Shadowbrook Restaurant
Smart Insurance Services
Sotheby's Int'l. Realty
Sporting Life Magazine
Sports Network Beeper, Inc.
Squires Pub
Starpoint Publishing
Tampa-Orlando Cigar Co.
Tattersalls
Texas Thoroughbred Breeders' Ass'n.
The Jockey Club
The Racing Scene Gallery
Transamerica Limousines
Transigraphic Editions, Ltd.
Tri-Bradley Investments
University of Arizona
WJLD Radio
W. F. Young, Inc., Absorbine
Westcliff Publications
William Morrow, Publishers
Winner's Circle Insurance
Woodside Assoc., Publishers

MAJOR TRACKS IN UNITED STATES AND CANADA
ALL COVERED BY NATIONAL TURF DAILIES

EAST

NEW YORK:
- Aqueduct
- Belmont Park
- Saratoga
- Finger Lakes
- Roosevelt Raceway
- Yonkers Raceway
- Monticello Raceway

NEW JERSEY:
- Atlantic City
- Garden State
- Monmouth Park
- Meadowlands
- Freehold Raceway

MARYLAND:
- Laurel
- Pimlico
- Timonium

PENNSYLVANIA:
- Erie Downs
- Penn National
- Philadelphia Park

DELAWARE:
- Delaware Park

MASSACHUSETTS:
- Suffolk Downs
- Northampton
- Marshfield

NEW HAMPSHIRE:
- Rockingham Park

WEST VIRGINIA:
- Charles Town
- Mountaineer Park

MID-WEST

ILLINOIS:
- Arlington Park
- Hawthorne
- Sportsman's Park
- Balmoral
- Fairmount Park

MICHIGAN:
- Detroit
- Mt. Pleasant Meadows

KENTUCKY:
- Churchill Downs
- Keeneland
- Ellis Park
- Turfway Park

NEBRASKA:
- Columbus
- Ak-Sar-Ben
- Fonner Park
- Lincoln
- Atokad Park

OHIO:
- Beulah Park
- River Downs
- Thistledown

OKLAHOMA:
- Blue Ribbon Downs
- Midway Downs
- Remington Park
- Will Rogers

ARKANSAS:
- Oaklawn Park

MINNESOTA:
- Canterbury Downs

SOUTH

ALABAMA:
- Birmingham Turf Club

FLORIDA:
- Hialeah
- Gulfstream Park
- Tampa Bay Downs
- Calder Race Course

LOUISIANA:
- Fair Grounds
- Jefferson Downs
- Evangeline Downs
- Louisiana Downs
- Delta Downs

WEST

CALIFORNIA:
- Bay Meadows
- Del Mar
- Fairplex
- Hollywood Park
- Santa Anita
- Golden Gate
- Los Alamitos
- Stockton
- Pleasanton
- Sacramento
- Santa Rosa
- Fresno
- Solano
- Ferndale

OREGON:
- Portland Meadows
- Salem
- Grants Pass Downs

ARIZONA:
- Turf Paradise
- Prescott Downs

WASHINGTON:
- Playfair
- Longacres
- Yakima Meadows
- Sun Downs
- Harbor Park

MONTANA:
- Great Falls
- MetraPark

NEW MEXICO:
- Albuquerque
- La Mesa Park
- Rillito
- Ruidoso Downs
- San Juan Downs
- Sunland Park
- Santa Fe Downs

IDAHO:
- Les Bois Park

WYOMING:
- Wyoming Downs

CANADA

ONTARIO:
- Greenwood
- Woodbine
- Fort Erie

1987 SURVEY ON SPORTS ATTENDANCE